

BOARD OF COUNTY COMMISSIONERS

AGENDA ITEM SUMMARY

Meeting Date: September 15, 2004

Division: Public Safety

Bulk Item: Yes X No

Department: Emergency Communications

AGENDA ITEM WORDING: Approval for the County Administrator to execute a grant application for the 2004 Homeland Security Grant from Dialogic Communication Corporation (DCC) for an emergency notification system.

ITEM BACKGROUND: The 2004 Homeland Security Grant recipients will receive the company's new GIS notification system, GeoCast Web, which enables rapid, accurate and secure map-driven notification. The grant will give selected participants 24 months of access to DCC's new GeoCast Web service, a complete community notification system that allows first-responders to target notifications to selected geographic areas via the internet.

PREVIOUS RELEVANT BOCC ACTION: None

CONTRACT/AGREEMENT CHANGES: None


STAFF RECOMMENDATIONS: Approval

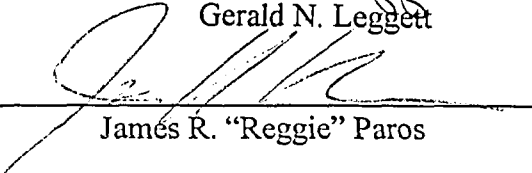
TOTAL COST: \$0.00 **BUDGETED:** Yes No

COST TO COUNTY: **SOURCE OF FUNDS:**

REVENUE PRODUCING: Yes No X **AMOUNT PER MONTH** **Year**

APPROVED BY: County Atty OMB/Purchasing Risk Management

DEPARTMENT DIRECTOR APPROVAL: 
Gerald N. Leggett

DIVISION DIRECTOR APPROVAL:  8/31/2004
James R. "Reggie" Paros

DOCUMENTATION: Included X To Follow Not Required

DISPOSITION:

AGENDA ITEM # C15

INTEROFFICE MEMO

Date: 8/19/04
To: Jim Roberts, County Administrator
From: Margy McMennamy, Sr. Grants Acquisition Administrator
Re: Dialogic Communications Corporation Homeland Security Grant

Reggie requested that Maggie Cordova be in charge of seeing that the attached grant application was submitted. I have been working on it with her and it is now ready for your signature.

THE AWARD: The 2004 Homeland Security Grant recipients will receive the company's new GIS notification system, *GeoCast Web*, which enables rapid, accurate and secure map-driven notification. Utilizing ESRI's ArcIMS technology, GeoCast on the Web provides geographic selection of targeted notification areas via the internet, which enables you to inform and alert citizens within a geographical area based on digitized maps. The following items will be provided to each of the awardees:

- Communicator!NXT first-responder web-based system allowing sophisticated automation of call-trees and team building for a period of 24 months
- GIS web mapping interface, allowing easily activated call-outs to local communities through simple point-and-click for a period of 24 months
- Community telephone data from commercial sources
- Integration of awardee-supplied locally produced digital maps. DCC can provide commercial-source maps (subject to availability) if locally produced maps are not available.
- Software link to DCC's state-of-the-art Hosting Center. Grant recipients may use existing PCs.
- Allocation of up to 100,000 telephone calls within a 12-month period. (Grant recipients will not be required to provide dedicated telephone lines.) DCC will cover expenses, including toll charges, of up to 100,000 calls. Any calls in excess of this amount will be charged at a rate of 15 cents per call. At the end of the 24-month period, the service can be extended for a nominal charge, or an on-site system can be obtained at a discounted price.
- Web-based or computer based training guides
- 24/7 Customer Support for a two-year period

MATCH: None. However, after the 2-year trial, Monroe County would be asked to purchase the notification system from DCC. I asked Maggie to check out the projected cost per year. DCC reports it to be approximately \$18,000 per year, based on number of calls made. It is my understanding that this new system would take the place of the one being used now that falls under the Public Safety Division's budget.

DEADLINE FOR SUBMISSION: Friday, August 20, 2004

**BOARD OF COUNTY COMMISSIONERS**

Mayor Murray E. Nelson, District 5
Mayor Pro Tem David P. Rice, District 4
Dixie M. Spehar, District 1
George Neugent, District 2
Charles "Sonny" McCoy, District 3



August 18, 2004

Monroe County Board of County Commissioners
Office of the County Administrator
The Historic Gato Cigar Factory
1100 Simonton Street, Suite 205
Key West, Florida 33040
(305) 292-4441 - Phone
(305) 292-4544 - Fax

Dialogic Communications Corporation
730 Cool Springs Blvd., Suite 300
Franklin, Tennessee 37067

Dear Sirs:

Thank you for allowing the Monroe County Public Safety Division, additional time to apply for the 2004 Dialogic Communications Corporation Homeland Security Grant. Hurricane Charley and other weather-related events are the exact reason why Monroe County is in need of a dependable emergency notification system.

Monroe County Government has long been concerned about the welfare and safety of citizens as well as that of the many tourists visiting each day. We are confident your cutting-edge notification capabilities will help us greatly in handling emergency or routine communications throughout our county.

We appreciate the opportunity to participate in the "Homeland Security Grant Program." If you have any questions regarding our application, please call Maggie Cordova, 9-1-1 Database Coordinator, (305) 743-7570.

Sincerely,

James L. Roberts
County Administrator

DCC Office Use Only
Applicant #

DIALOGIC COMMUNICATION CORPORATION'S 2004 HOMELAND SECURITY GRANT PROGRAM

GRANT COVER SHEET

First Responder Agency Name: Monroe County Public Safety

City or County: Monroe County

Contact Name: Maggie Cordova

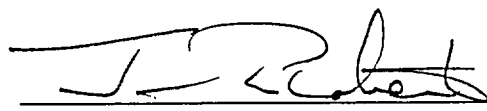
Address: 10600 Aviation Blvd. Marathon, FL 33050

E-mail/Internet Address: cordova-maggie@monroecounty-fl.gov

Telephone: (305) 743-7570

Authorized Official: James L. Roberts, County Administrator
(Chief Executive Officer)

Official Signature:



(Date)

**Dialogic Communications Corporation
Homeland Security Grant**

1) AGENCY OVERVIEW AND PROBLEM STATEMENT

Agency Overview: Monroe County is unusual in geography as well as in population. Unlike most counties, there is no single county seat easily accessible to all--instead, there are three; every service, every county function, must be accomplished in triplicate. Even with three hospital sites, there is a 45 mile ambulance run between them.

The Monroe County Public Safety Division (the applicant), oversees the operations of departments responsible for assuring the planning, preparedness and coordination of response to events that threaten the health and safety of life and property during natural and man-made emergencies in Monroe County. In addition, departments within the Public Safety Division are committed to providing services that ensure protection of life and property for the residents and visitors to Monroe County.

Geographical and Census Data: The Florida Keys proper are an elongated chain of low-lying islands over 120 miles in length. They extend from the southeastern tip of the Florida peninsula to the Dry Tortugas and lie between the Gulf of Mexico and the Atlantic Ocean. The highest point in the Keys, only 18 feet above sea level, lies on Windley Key. No point in the Keys is more than four-miles from water.

The population of the county grew from 5,657 in 1870 to 79,589 at the 2000 Census. Currently, about 30% of the residents live in the city of Key West. The 2000 per capita income was \$26,102. In contrast, Monroe County has the highest cost of living of any county in the state of Florida.

The millions of tourists that visit the county each year provide the major source of employment for local residents. Retail services, commercial fishing and government employment are the other industries. In 2000, the labor force was 43,838. The unemployment rate in 2000 was 2.0%. The median housing cost for Monroe County 2000 is \$241,200 with the average household size at 2.23.

Problem Statement: If awarded the Homeland Security Grant, the GeoCast Web will be focused on one critical problem existing in Monroe County... **Weather-Related Emergency Notification.**

- Each year Monroe County is impacted by many devastating emergency and disaster events. These hurricanes and other emergencies require immediate alerting of citizens and visitors.
- In addition, the Florida Keys are in a unique situation with only one, two-lane highway to evacuate to the mainland.

While difficult to forecast the number of lives saved, an effective emergency notification system will prevent the loss of Monroe County's most precious resources-- its people.

2) APPROACH AND INNOVATION

Applying *GeoCast Web* and *Communicator!NXT* in Monroe County: When Monroe County experiences a severe weather event, DCC's *Communicator!NXT* notification system and *GeoCast Web* will be a valuable tool in warning residents throughout the county. With the emergency notification phone service, warning messages will be broadcast to thousands of households in our community warning of catastrophic disasters including severe weather and storms. Pre-recorded warning messages will be played, giving households and businesses information regarding the severe weather location and whether a community evacuation is planned or necessary. Warnings to specific neighborhoods or communities in the event of a severe weather storm provide priority delivery of these messages to those nearest the severe weather disturbance. Travel and activity restrictions will also be broadcast using this service.

Severe weather warning messages sent to households and businesses in this fashion can be simple warnings with specific or general instructions. If feedback from the community is needed, an interactive response can be programmed into the message allowing the person to either acknowledge the call or to contact someone. Messages can vary based upon proximity to the event, with different degrees of broadcast warning and instructions.

Unique Approach: Monroe County Public Safety exists for the purpose of providing for the welfare of Monroe County residents and guests. In addition, it assumes the responsibility for developing an effective response to a hurricane emergency and acts as the agent through which the response will be coordinated and implemented.

Effective public awareness of the notification system and other weather related education programs will help provide the citizens of Monroe County with vital information to take appropriate advanced actions at the onset of a hurricane.

A hurricane will affect every facet of life in Monroe County, and all actions taken in response to hurricane emergency preparedness will be based on the following priorities:

- a. preservation of life and health;
- b. preservation of property and assets;
- c. preservation of economic well-being of the community;
- d. preservation of the environment.

The uniqueness of Monroe County's geographical layout will undoubtedly present a challenge and make this project an unprecedented use of DCC's system. It is envisioned that the *GeoCast Web* and *Communicator!NXT* will take the place of the antiquated Emergency Information "system" presently used only for the Monroe County Emergency Information Hotline. The system provided from this grant will GREATLY expand current emergency notification capabilities. Specific details of set-up and use are unavailable at this time due to the absence of Emergency Management personnel who will be responsible for implementation of the system. These personnel are out-of-town assisting with Hurricane Charley relief efforts. If you would like, these details will be forwarded to you upon their return.

Expected Measurable Accomplishments: In response to a hurricane emergency, Monroe County will strive to achieve the following:

- a. Evacuation and shelter of the vulnerable population and non-residents who do not leave the county in a category 1 or 2 storms
- b. Preservation of public property and vital records

- c. Minimize the loss of private property
- d. Preservation of life and health

3) INFRASTRUCTURE: Agency's Ability and Commitment

Implementation: Monroe County will provide internet connectivity on existing PC(s) that will be used to activate notifications. Participants will attend training sessions to become familiar with the system.

Current Infrastructure and History: At the present time Monroe County uses the State of Florida Emergency Alert System (EAS). The EAS brings in technology that was uncommon in the 60's -satellite communications, cable television, paging systems, and cellular telephones. The EAS is used primarily to announce or transmit an emergency alerts to potentially impacted population throughout Monroe County.

In addition to the EAS, Monroe County uses US Netcom's PhoneMaster 2000. Phonemaster 2000 is a PC-based Voice Messaging System. It is designed to help ensure the timely delivery of important messages to the residents of Monroe County. The PhoneMaster 2000 is used primarily as the Monroe County Information Hotline. The hotline is monitored and programmed by the Emergency Communications Department. Recordings regarding severe weather, evacuations, and re-entry are placed here. The *PhoneMaster 2000* was purchased by Monroe County in 1998 and has been in use since then.

Commitment and Enthusiasm: Monroe County Government is very committed to issues related to a hurricane emergency throughout the community. We realize the importance of utilizing a notification system that uses the latest technology available and one that is dependable for the purpose of augmenting the community's capacity to respond. Monroe County sees the successful implementation of *GeoCast Web* and *Communicator!NXT* as absolutely vital to minimize the potential loss of life which is present when Monroe County is threatened by a tropical system.

4) PARTNERSHIPS

Relationships: The Public Safety Division has an established and solid relationship with the constituency in Monroe County. Partnerships with public and private organizations include, but are not limited to: the City of Key West, the City of Marathon, the Village of Islamorada, schools, non-profit organizations, homeless shelters, the Tourist Development Council, Homeowners Associations, mobile home parks, and community groups e.g. senior centers. These groups depend on the Public Safety Division for timely and accurate information.

Implementation and Partner Benefits: A number of informative sessions will be provided to the citizens, community/civic groups and businesses in Monroe County. These sessions will discuss how the *GeoCast Web* and *Communicator!NXT* will be used, and the benefits it will provide to Monroe County. Informational sessions will be held in at least (3) locations, including: the upper, middle and lower Keys.

5) NEED

Practical: The Florida Keys are an ideal location for DCC to install, exhibit, and market its equipment and services. Our existing system was purchased in 1998 and is need of replacement.

Financial: The high cost of living combined with annual budget cuts has impacted Monroe County, making it impossible for Monroe County to purchase and implement this critically needed new system.

Unique issues that set Monroe County apart from everyone else in terms of need?: The geographical challenges of Monroe County associated with its 120+ mile linear geography and the potential for isolation from the Florida Peninsula coupled with the popularity of the Florida Keys as a tourist destination creates a great need for the implementation of dependable emergency notification technology.

TERMS AND CONDIDITIONS OF DCC's 2004 HOMELAND SECURITY GRANT PROGRAM

The 2004 Homeland Security Grant recipient will be announced and notified on September 30, 2004. Training must take place within 60 days.

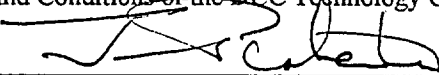
Grant recipient must provide Internet connectivity on existing PC(s) that will be used to activate notifications.

Support is included for two year after award has been accepted.

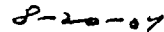
The grant recipient will complete quarterly reports as outlined by DCC for a period of one year, and will act as a reference for the DCC product for a period of two years.

DCC will reserve the right to use the recipient's name and quotes regarding technology usage in promotional materials and press releases.

This is to certify that I have read, understand and agree to abide by all the conditions set forth in the Terms and Conditions of the DCC Technology Grant Program.



Official Signature
Chief Executive Officer



Date